

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES (LALS)

**WRITING PROGRAMME
WRIT 202: WRITING FOR BUSINESS
20 POINTS**

TRIMESTER 2 2016

Key dates

Trimester dates: 11 July to 13 November 2016

Teaching dates: 11 July to 16 October 2016

Mid-trimester break: 22 August to 4 September 2016

Last assessment item due: 10 October 2016

Withdrawal dates: Refer to www.victoria.ac.nz/students/study/withdrawals-refunds.

If you cannot complete an assignment or sit a test in the last three weeks of teaching, or an examination, it may instead be possible to apply for an aegrotat (refer to www.victoria.ac.nz/students/study/exams/aegrotats).

Class times and locations

CRN 19726 Monday 5:10pm – 8pm in 24 Kelburn Parade (KP) 201/202

Names and contact details

WRIT 202 Course Coordinator

Dr Derek Wallace

Office: Von Zedlitz 319

Email: Derek.Wallace@vuw.ac.nz

Phone: 463 5630

Office Hours: By appointment



WRIT 202 Course Administrator

Matthew Vink

Office: Von Zedlitz 210

Email: Matthew.Vink@vuw.ac.nz

Phone: 463 5255

Office Hours: Monday – Friday, 9am – 4.15pm



Communication of additional information

Additional information will be communicated through Blackboard and/or email:

www.blackboard.vuw.ac.nz

Prescription

This course focuses on the knowledge needed to produce effective documents in business and government. Employers seek and reward effective writers, and WRIT 202 develops abilities in professional writing genres that include investigative reports, proposals, and workplace communication analyses.

Course content

WRIT 202 addresses the thought processes and writing skills needed to produce high-impact, quality documents in business, government and corporate settings. The course provides practical training in areas of writing that will assist you as a student of management, business or marketing, and as a working professional from any disciplinary background. We will review and engage in the planning and composing of documents that include investigative reports and proposals.

The course covers the writing styles and document formats currently used in international business contexts. Through guided and regular practice, it will assist you to communicate effectively in different written formats, in a variety of professional contexts, and using different styles. In particular, the course encompasses the following themes:

- Analysis of the requirements for successful communications at management level
- Consideration of the role of writing within the context of professional communication
- Description and analysis of the different document types used in business contexts
- Practical training in writing effective documents, from sentence structure and style, to formatting and design
- Demonstration of the processes and conventions for planning, researching and writing proposals and investigative reports.

Course learning objectives (CLOs)

Students who pass this course should be able to:

1. Compose documents to inform, analyse and persuade;
2. Apply skills of logical and critical analysis in reading and writing a variety of texts;
3. Select, analyse, and synthesise reliable sources to meet task requirements;
4. Understand the differences between print and digital media and make informed decisions on their use; and
5. Communicate technical knowledge to non-specialist readers.

Teaching format

WRIT 202 has weekly writing workshops. Students are expected to participate in class discussions, practical writing activities, and analyses of texts.

Mandatory course requirement

In addition to achieving an overall pass mark of 50%, students must:

- attend at least 10 of 12 workshops unless prevented by illness, injury, bereavement, or other exceptional circumstance. See attendance policy below for justification of this requirement.

Any student who is concerned that s/he has been (or might be) unable to meet the MCR because of exceptional personal circumstances should contact the course coordinator as soon as possible.

Attendance

WRIT 202 is not an information-based course that allows you to catch up through borrowing of notes, access to lecture handouts, reviews of workshop powerpoints, etc. Instead, WRIT202 revolves around writing activities, peer engagement, and group-oriented learning activities that require on-going participation. Hence, your absences affect the learning opportunities of others in the workshop as well yourself. WRIT 202 has limited entry to foster individual learning and collaborative engagement with professional writing processes, and attendance at workshops is necessary to benefit from this approach. It is understood that an absence is sometimes unavoidable through illness, injury, or another unforeseen development. Whenever possible, alert your tutor prior to the workshop you cannot attend; if that is not possible, do so well in advance of the next workshop to ensure that you can prepare for the subsequent meetings.

Workload

The expected workload for a 20-point course is 200 hours spread over the trimester, including the mid trimester break. It is difficult to estimate the time you will spend on workshop assignments, since individuals vary markedly in their writing and reading processes and speeds. As a guide, you should plan to use approximately 14-15 hours per week for writing, revising, reading, researching, and completing focused exercises. This applies for each of the 12 teaching weeks and during mid-semester break. Overall, you should schedule your trimester to include:

- 36 hours attending and participating in required classes (12 weeks x 3 hours per week);
- approximately 30 hours in tasks related to textbook readings and exercises in support of assignments 1, 2, 3 and the in-class test outside of workshop;
- approx. 30 hours outside of workshop directed primarily towards Assignment 1 (to include library, online and database research as needed);
- approx. 30 hours outside of workshop directed primarily towards Assignment 2 (to include further research as needed);
- approx. 50 hours outside of workshop directed primarily towards Assignment 3 (to include further research as needed, an initial draft as directed in the WRIT202 Student Guide, and a revised final draft for grading);
- approx. 25 hours outside of workshop primarily preparing for the in-class test.

Assessment

Assessment in WRIT202 consists of three required assignments and one in-class test.

Assessment items and workload per item	Word count	%	CLO(s)	Due date
1 Workplace Communication Analysis Assesses your ability to understand the rhetorical context of a workplace writing task and evaluate the requirements for effective communication.	Approx. 1,100 words (±10%)	20%	1, 2, 4	1 August
2 Proposal Assesses your ability to analyse a problem logically and persuasively.	Approx. 1,100 words (±10%)	25%	1, 2, 5	15 August
3 Investigative Report Assesses your ability to select, analyse and synthesis sources of information, and compose a clear and coherent document appropriate for management communication.	Approx. 1,600 words (±10%)	35%	1, 2, 3, 5	19 September for outline 10 October for final

4	In-Class Test The test assesses your overall comprehension of the course content.	Test, 2.5 hrs	20%	2, 4, 5	3 October
---	---	---------------	-----	---------	-----------

Submission and return of work

Required assignments 1-Workplace Communications Assessment, 2-Proposal, and 3-Investigative Report are **due in Blackboard/Turnitin prior to the start of workshop on the due dates noted, with paper copies brought to class that day**. Assessments of assignments 1 and 2 will generally be returned in class or via Blackboard/email the week following their deadlines. If you desire your assignment 3-Investigative Report to be returned to you following marking, please provide a stamped, self-addressed envelope to your workshop tutor in class during the final workshop.

Extensions and penalties

Extensions

Except in the case of medically documented illness or injury or documented emergencies, extensions should be requested in advance of assignment deadlines. Tutors may grant extensions of up to 72 hours; the course coordinator must approve extensions longer than 72 hours.

Penalties

Late work: In line with School policy, assignments handed in after the due date will receive a substantially reduced grade unless accompanied by a medical certificate or other evidence of exceptional circumstances. If you require an extension for good reasons, ask your tutor or the course coordinator ahead of the date for handing in the assignment. Assignments submitted late without permission are penalised by 5% per late day, including weekends. An assignment that is more than 10 days late without an extension by the course coordinator will not receive a grade.

Assignment length: Submissions of less than 90% of the word count for each task will earn no credit (for example, an Assignment 1 submission of 800 words for that approximately 1,100 word task earns no points). For submissions of more than 10% over the word count, assessment will cease at that point (for example, an Assignment 1 submission of 1,500 words for that approximately 1,100 word task will not be evaluated past the first 1,210 words). The References or Bibliography section is not included as part of the final word count.

Materials and equipment and/or additional expenses

For assessment item 4, the in-class test, no electronic devices (including but not limited to laptops, smart/mobile phones, iPads, tablet PCs, etc) may be used.

Set texts

Marsen, S. (2013). *Professional writing: The complete guide for business, industry and IT*, 3rd edition. Basingstoke: Palgrave.

Text can be purchased at Vicbooks, see: www.vicbooks.co.nz

The book also has a website – see: <http://www.palgrave.com/studyskills/marsen/students.aspx>

Other reading material to be distributed in class or made available via Blackboard.

Recommended reading

Bazerman, C., & Paradis, J. (Eds.). (1991). *Textual dynamics of the professions*. Madison, Wis.: University of Wisconsin Press.

Peeples, T. (2003). *Professional writing and rhetoric: Readings from the field*. New York: Longman.

Alred, G.J., Brusaw, C.T., & Oliu, W.E. (2000). *The business writer's handbook*. 6th ed. New York:

St Martin's Press.

Bargiela-Chiappini, F., & Nickerson, C. (Eds.). (1999). Writing business: Genres, media and discourses. London: Longman.

Dias, P. et al. (1999). Worlds apart: Acting and writing in academic and workplace contexts. Mahwah, NJ: Lawrence Erlbaum.

Dwyer, J. (1997). The business communication handbook, 4th ed. Sydney: Prentice- Hall.

Flower, L., & Ackerman, J. (1994). Writers at work: Strategies for communicating in business and professional settings. Fort Worth, TX: Harcourt Brace.

Harty, K. J. (Ed.). (1999). Strategies for business and technical writing, 4th ed. New York: Allyn and Bacon.

Johnson-Sheenan, R. (2002). Writing proposals: Rhetoric for managing change. New York: Longman.

Kirkman, J. (1992). Good style: writing for science and technology. London: Spon.

Kolin, P.C. (1998). Successful writing at work, 5th ed. Boston: Houghton Mifflin.

Kostelnick, C. & Roberts, D.D. (1998). Designing visual language: Strategies for professional communicators. New York: Allyn and Bacon.

Sides, C. H. (1999). How to write and present technical information, 3rd ed. Phoenix: Oryx Press. Additional materials of interest will be posted to or linked from the Blackboard website for the course.

Class representative

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep's name and details in this box:

Class Rep name and contact details:

Student feedback

Previous student feedback regarding WRIT 202 has been positive, and we are providing a number of new and revised readings (to include an updated textbook) in responding to student comments and in looking to promote interest in learning more about this subject. Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

Other important information

For WRIT 202, students are encouraged to take advantage of the resources available via the Purdue Online Writing Lab (OWL) for further guidance and examples regarding issues with common English grammar and punctuation usage as well as citing research sources:

- Re: grammar tips: <https://owl.english.purdue.edu/owl/section/1/5/>
- Re: comma usage: <https://owl.english.purdue.edu/owl/resource/607/1/>
- Re: other punctuation: <https://owl.english.purdue.edu/owl/section/1/6/>
- For APA citations: <https://owl.english.purdue.edu/owl/resource/560/1/>

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: www.victoria.ac.nz/students/study/exams/integrity-plagiarism

- Academic Progress: www.victoria.ac.nz/students/study/progress/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/students/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/students/study/progress/grades
- Special passes: refer to the *Assessment Handbook*, at www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/about/governance/strategy
- Student support: www.victoria.ac.nz/students/support
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- Terms and conditions: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- Victoria graduate profile: www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile
- VUWSA: www.vuwsa.org.nz